









## When Buying Was An Experiment

"I'll try a pound of this," said your grandmother, "—if you are sure it's fresh."

That was sometime in the second hour of her morning's search for groceries. She went from one open barrel or open box to the next, along an unappetizing row of crackers, teas, cereals, dried fruits, lard and sugar—all in bulk. She shooed the flies away, looked at, touched and tasted each article suspiciously, and finally decided to buy or not to buy, as her judgement directed. She couldn't trust a servant to do it. It was a day's work in itself.

Today, in two minutes, you give the grocer your order. You know that everything you get will be fresh, pure, attractively and cleanly packed. Why? Because you asked for advertised brands.

Advertising has taken hours of hard labor out of every housewife's day, and lines of worry off her forehead. It has made the morning's marketing a matter of certainty instead of guesswork.

Do all of your buying this easier way—  
read the advertisements!

**The Call,  
Gleichen,  
Alberta**

Alberta beers  
are brewed to your taste by master brewers from selected ingredients of the highest standard, assuring a quality and flavor unexcelled.

Agents for the Brewing Industry of Alberta

PHONE 82

BASSANO

**DISTRIBUTORS LTD.**

## CLASSIFIED ADS

FOR SALE—Oat bundles free from weeds. Also Brenne hay. Phone RB 6.

FOR SALE—Beautiful, five burner coal oil range. Oven, warming closet and shelf attached. A splendid heater, economical to operate. Baby carriage Stroller type, in first class condition. Used very little. Apply Call office, Gleichen.

## NOTICE

NOTICE TO CREDITORS AND CLAIMANTS

IN THE ESTATE OF James Charles Hutchison, late of Gleichen, in the Province of Alberta, Farmer deceased.

Notice is hereby given that all persons having claims upon the estate of the above named James Charles Hutchison who died on the 23rd day of December, A. D. 1932 are required to file with the undersigned by the 30th day of June, A. D. 1933 a full statement duly verified of their claims and of any securities held by them and that after that date the Executor will distribute the assets of the deceased among the parties entitled thereto having regard only to the claims of which notice has been so filed or which have been brought to her knowledge.

DATED this 15 day of May, A. D. 1933.

JOHN BOYD,  
Solicitor for the Executor.  
Address: Gleichen, Alberta.

## FIRST CHOICE OF ALL CANADA



**GOODYEAR**

Goodyear quality is famous. More people ride on Goodyear Tires than on any other kind. You could not have a safer guide. Come in and price your size. You'll be surprised how little they cost.

**MacCALLUM & SMITH**  
GLEICHEN, ALBERTA

## Town & District

Mrs. Harry Scott entertained the Young People's Society of the United Church, at her home, Friday evening.

Lloyd, eldest son of Mr. and Mrs. Felix L'Esperance was kicked in the abdomen by a horse Monday and at this writing it is not known just how serious his injuries are.

F. Brown of Winnipeg landed here Sunday afternoon in an airplane. Shortly afterward he took off for Edmonton accompanied by his wife and two children.

W. M. Brown and daughter, of Carleton, called on Mr. and Mrs. Geo. W. Evans Sunday afternoon.

All trees and gardens in town are making good progress. Most of the gardeners are praying for rain or irrigation, as the soil near the top of the ground is quite dry.

A. L. Ingraham of Arrowwood spent a few days in town the past week tearing down his residence located beside the home of A. E. Jones. Mr. Ingraham is moving the lumber to his farm near Arrowwood.

P. Kelly has in his garden apple and cherry trees which are now in blossom.

One evening last week about 10 o'clock the fire brigade was called out to a residence in the west end of the town. Upon arrival it was found the chimney had been on fire. Very little if any damage was done.

Ask Mrs. R. S. Haskayne what is the difference between stink weeds and asters!—She knows.

Misses B. and D. Crawford spent a day last week visiting at the home of Mr. and Mrs. Chas. Thompson.

R. Greer, Miss G. Greer and Miss Perkins of Calgary, spent the 24th day in town visiting at the home of Mr. and Mrs. Jas. Greer.

Mr. and Mrs. R. M. Stubbuck of Calgary spent the holiday in town visiting his sister Mrs. Geo. Evans.

Miss Iva Sanders of Calgary spent a day in town visiting her brother, Vern.

Miss Allison Evans spent the week-end visiting at the home of Miss Myrtle McBean, near Stobart.

Quite a few of the townspeople are making great efforts to install attractive boulevards in front of their homes. Once these get properly started should add greatly to the attractiveness of many Gleichen homes.

Gleichen has the best race track in the country and if dragged and fixed up a little would be without peer in the province, this includes Calgary. If the track was attended to would not a day or so of horse racing with good horses pay? Some people around town think it would attract a crowd and would pay. One thing lacking is good stable accommodation.

Now that the summer has arrived the peddler and the cheap sales man will be around in all his glory. He will tell you the smooth story about bankrupt stock that must be sold. But be deceived. Remember that your home dealer is here to make every promise good, and that he can always give you better stock to select from. It is characteristic of the Canadian people to try to get something for nothing, but the time when they can do this has not come yet. Nor is it liable to come this summer. Our advertisers do not promise to give you something for nothing, but can give you as much for your money as anywhere else, and are showing an immense lot of reliable goods.

Poverty has its advantages and adversity its uses. If you are poor you can wear out your old clothes. You are excused from calls, you are not troubled with many visitors, boxes do not bore you, mortgages do not haunt your tables, lame hands do not serve you. No one thinks of presenting you with a testimonial. No store keeper irritates you by asking you "Is there anything I can do for you?" Boring letter writers don't bother you. Flatterers do not flatter you. You are saved many a debt and many a deception. And lastly, if you have a new friend in the world, you are sure to know it in a short space of time.

## UNITED CHURCH

Sunday June 4th.  
11:00 a.m. Church School.  
7:30 p.m. worship.  
An Oxford Group Team from Calgary will have charge of the evening service.

## The Alberta Pacific Grain Company Limited

(Licensed and Bonded with its Board of Grain Commissioners)

**OPERATING**  
**375 Country Elevators**  
**100 Flour Warehouses**  
**275 Coal Sheds**

Terminal Elevators at Vancouver Capacity 5,000,000 bushels

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Please send me a 6 week trial subscription. I enclose one dollar (\$1).  
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## The Gleichen Flour Mill

Best Ideal Flour is becoming more popular every day. Townspeople have been using it almost exclusively ever since the mill opened and it is now being used by nearly every farmer in the Gleichen district. It is also being used to a considerable extent by towns and districts within a radius of forty miles from this centre, and the circle is gradually growing. This mill is now running twelve hours a day and good milling wheat is being accepted in exchange for mill products. The price of flour, bran and shorts is invariably based on the price allowed for wheat at the mill.

We like people who are broad-minded enough to agree with us.

## TRUCKING

Have you any trucking to do? If so see me for specials.  
Good mine run coal \$4.75 a ton.  
Cartage on Indian coal \$1.50 per ton.  
I handle Turner Valley gas in any quantity. Drive up to our modern filling station and try it.  
Residence Phone No. 13

## TED KRAUSE

GEO. W. EVANS

Undertaker  
And Embalmer

## MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way

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BILL HEADS  
LOOSE LEAF  
ACCOUNT SHEETS  
ENVELOPES  
CARDS, ETC., ETC.

from The Call